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**IMPACT OF NONVERBAL SIGNALS IN BUSINESS COMMUNICATION**

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**Abstract**

This paper aims at importance of body language signals which is not just transferred information of words context, but that may change perspective of Business Communication. May it be kinesics, proxemics, paralanguage or physical context the notions of nonverbal communication include various signals. Humanface and eye, handshakes, hand gestures, eye contact, gaze duration, head/hand/body movements, physical contact, and sitting position/postures reflected. Nonverbal behaviour plays an important role in the interpersonal relationships of people who are from different cultures and nations. Nonverbal Communication is an approach which examines how messages are communicated through physical behavior, vocal cues and spatial relationships. In this study authors have investigated the impact of nonverbal signals in Business Communication. For this, 150 business men and women were randomly selected and administered a structured questionnaire. Out of 150 participants, 60 were female and 90 were male. This study adds to an understanding distinctive challenges and opportunities of nonverbal signals. The present paper depicts an over-view of nonverbal behaviour which may discover the particulars of significant concerns including: status, power, physical appearance, interviews and performance assessments, leadership communications. There are certain essential fundamentals that could expose a person to unnecessary conditions.

**Keywords:** Nonverbal Communication, Body language, Interpersonal & Business Communication

**Introduction**

Communication Skills are pivotal factors for a proficient person for career advancements as well as organizational success. In the business environment of any multilingual multinational establishment the nonverbal clues exhibited by the key employees during their professional interactions body language remain pivotal feature of Business Communication as the same is inextricably incorporated into all spheres of human interactions and functioning. Body language is deemed to be four times stronger than anything one say verbally. Nonverbal signals are key factors in any Business Communication as it clearly communicates to listeners about speaker's attitude and emotions. That means one needs to start enjoying while speaking to make an impact on listener. Nonverbal signals includes all communicative acts except speech, everything from facial expression and gesture to fashion and status symbol, from dance and drama to music and mime, from flow of affect to flow of traffic, from the territoriality of animals to the protocol of diplomats, from extrasensory of violence to the rhetoric of topless dancers. (Harrison 1973). It is so true that action speaks louder than words and nonverbal signals determine effective communication. Communication model by Shannon and Weaver (1949) describes nonverbal communication as a message conveyed from a sender to a receiver. Receiver receives a message and sends feedback to the sender and the message may be twisted by noise. This model describes various hypotheses but the most challenging for nonverbal communication is the idea that the message sent has been received as it is by the receiver. However it may not be true in many cases as nonverbal signals can be misapprehended very easily.

**Sample**

150 businessmen and women were randomly selected and administered a structured questionnaire. Out of 150 participants, 60 were female and 90 were male. These contributors were selected because of their experience and knowledge in business and their willingness to participate. The age range of the participants lied between 25-52 years. This sample provides an adequate representation of the business organization and administration.

### Research Questions

The study aims to investigate the following questions.

- ❖ Is there a strong relationship between facial expression and communication?
- ❖ Is there a relationship between sensory channels like acoustic, visual, tactile and Business Communication?
- ❖ What are the major factors of nonverbal signals that affect Business Communication?

### Rationale for the study

Business Communication such as understanding of symbols, signals and gesture play a crucial role in business negotiations. Body language signs, mechanisms of expression and their analysis, help business discussions to be more effective. Nonverbal signals include facial expressions, haptics, kinesics, proxemics and paralanguage. Facial expressions help to understand outlook and feelings of others. The face is considered the mirror of the mind (Rane, 2010). Eye contact is one of the best attributes of facial appearance. Eye contact and smile helps a person to accomplish desirable objective. Haptics means use of touch and in Business Communication handshake is a powerful nonverbal signal. A firm handshake communicates self-confidence and sincerity whereas shambling handshake depicts weakness and lack of confidence. Kinesics is the use of gestures and postures to communicate successfully in a business environment. Proxemics refers to the study of how interpersonal distance and space is maintained between people from the same or different cultural backgrounds (Yang, 2015). Paralanguage here refers to pitch and tone of voice. Thus use of nonverbal signals in discussions and to understand nonverbal communication step by step is the key factor in modern world.

### Methodology

Survey approach has been chosen to find out impact of nonverbal signals in Business Communication. This approach involves interpretation, comparison, measurement, classification, evaluation and generalization, all directed towards proper understanding and solution of significant problems. In the present study, the descriptive method of research was adopted. An online survey was conducted. The survey was promoted via email and various social media platforms. In total, 150 people completed the survey. A thematic analysis of the full data was done.

### Analysis and Discussion

#### Table -1

Relationship between facial expression and communication (Statement 1)

S.N.	Statement	Yes	No	Frequency	Percentage
1	Has positive facial expression such as smile impacts Business Communication?	70	30	70	70%

Facial expressions play a crucial role in Business Communication and 70% said that smile impacts while communicating in business talk while 30% believed that smile has no impact in Business Communication.

#### Table -2

Relationship between facial expression and communication (Statement 2)

S.N.	Statement	Yes	No	Frequency	Percentage
2	Do you feel that anger causes adverse affect?	80	20	80	80%

80% of respondents stated that anger adversely affects while communicating in business scenario and in Communicative situation. Whereas 20% believed they have not felt any adverse effect due to anger in Business Communication.

**Table -3**

Relationship between facial expression and communication (Statement 3)

S.N.	Statement	Yes	No	Frequency	Percentage
3	Has emotional gesture inflated possibility of better communication?	65	35	65	65%

Emotional gestures are individualised way of communication and 65% stated that they felt better when any emotional gesture is being used in Business Communication whereas 35% of the respondents considered that it has not inflated better communication

**Table -4**

Relationship between facial expression and communication (Statement 4)

S.N.	Statement	Yes	No	Frequency	Percentage
4	How well you are able to guess facial expressions?	55	45	55	55%

Facial expressions include anger, smile, irritated, confusion, fear, disgust and sadness as well. Respondents were asked how well they are able to guess facial expressions 55% of them answered that they are able to guess facial expressions Whereas 45% believed they have not felt any adverse effect due to anger in Business Communication.

**Table -5**

Relationship between facial expression and communication (Statement 5)

S.N.	Statement	Yes	No	Frequency	Percentage
5	Do you feel eye-contact plays a vital role in Business Communication?	85	15	85	85%

Eyes are window of our soul is a true statement and majority of respondents *i.e.* 85% believed the same while 15% replied that eye contact doesn't play vital role in Business Communication.

**Table -6**

Relationships between sensory channels like acoustic, visual, tactile and Business Communication (Statement 1)

S.N.	Statement	Yes	No	Frequency	Percentage
6	Do you feel auditory senses affects communication?	65	35	65	65%

Sensory channels like acoustic has been stated by 65 % people as a major factor in Business Communication while 35% did not believe the same.

**Table -7**

Relationships between sensory channels like acoustic, visual, tactile and Business Communication (Statement 2)

S.N.	Statement	Yes	No	Frequency	Percentage
7	Do you feel that visual perception creates any issue in communication	55	45	55	55%

55 % respondents replied that Visual perceptions create issues and 45% refused the same.

**Table -8**

Relationships between sensory channels like acoustic, visual, tactile and Business Communication (Statement 3)

S.N.	Statement	Yes	No	Frequency	Percentage
8	Do you feel that physical appearance influence Business	25	75	25	25%

	Communication?				
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25 % respondents suggested that physical appearance play significant role in Business Communication while 75% answered that it doesn't matter in Business Communication

**Table -9**

Relationships between sensory channels like acoustic, visual, tactile and Business Communication (Statement 3)

S.N.	Statement	Yes	No	Frequency	Percentage
9	Do nonverbal signs if employed in time and space affect Business Communication?	70	30	70	70%

70% replied that nonverbal signals if employed in time and space do affect Business Communication whereas 30% believed that it doesn't have any impact.

**Table -10** Relationships between sensory channels like acoustic, visual, tactile and Business Communication (Statement 3)

S.N.	Statement	Yes	No	Frequency	Percentage
10	Have you ever felt that culture too affects business?	60	40	60	60%

60% people answered that culture affects Business Communication while 40% responded that culture doesn't affect Business Communication.

**Major factors of nonverbal signals that affect Business Communication**

Business Communication is an important aspect in modern world. Nonverbal signals have a substantial role in Business Communication. Face to face interaction involves emotional as well as professional communication while interpreting a message. Nonverbal actions stroke various essentials of Organizational Psychology and activities, such as emotions, trust, conciliation, leadership, power, diversity, and affects efficiency and profits.

Thus, a small part of this study was devoted to analyze major factors of nonverbal signals that affect Business Communication.

Respondents were asked through an open-ended discussion to indicate the problem, which they have faced at their workplace due. The following constraints were mentioned by the respondents, which are presented in Table 11.

**Table: 11**

To find out Major factors of nonverbal signals that affect Business Communication

S.N.	Constraints	Percentage	Rank
1	Lack of knowledge of adaptive facial signals	75%	I
2	Employers do not understand potential of nonverbal signals	70%	II
3	No soft skills training	65%	III
4	Cultural difference	55%	IV
5	No interpersonal communication	40%	V

An assessment of the figures in Table11 showed that the major factors perceived by the respondents are varied. It was reported that "Lack of knowledge of adaptive facial signals" as many as (75%) percent respondents and was ranked first whereas "Employers do not understand potential of nonverbal signals" with 70%reported second most significant concern of the respondent. In the same survey "No soft skills training" and "Cultural Difference" ranked third and fourth with the assessed

percentage of 65% and 55% respectively. However, “No interpersonal communication” was perceived by (40%) and scored the last rank amongst all constraints.

Table 11 also confirms conclusively that the largest gap ranged between 75% (“Lack of knowledge of adaptive facial signals”) one hand and 40% (“No interpersonal communication”) on the other. This also may be inferred from the Table 11 that the minimum gap range of the study was traceable between constrain 01 and constrain 02 i.e.:

1. “Lack of knowledge of adaptive facial signals” with 75%, and
2. understanding of employers about potential of nonverbal signals with 70% score.

The gap range remain 05% only.

### Conclusion

After going through the response of the survey and analysing the data collected, derived information processing and analysing the same via various tabular presentations, it would be jurisprudentially safe here to infer that without controlling and harnessing the Nonverbal signals, ensuring seamless career growth and dream success on the professional pathways of Business will just be far-fetched dream. Considering the same Desmond Morrice rightly observed:

“When we are engaged in lively conversation and seem to be engrossed in purely verbal communication, we remain ardent body watchers.”

### Recommendation

Business Communication skills should be a major part of any business training. Employers should be provided routine Soft Skills exposure with special focus on nonverbal communication. Cross-cultural communication should be introduced as major part of curriculum. Hands on training for enhancing nonverbal quality signals should also be provided to working professionals in order to help them excel as global professionals. ICT intervened pedagogical reform should be introduced to transform the learning experience where practical exposure must be made mandatory so as to sensitise the emerging youth of today and ultimately transform them into the future quality professionals by harnessing quality NVC signals and eliminating the undesirable ones.

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